MOVABLE STATIONERY

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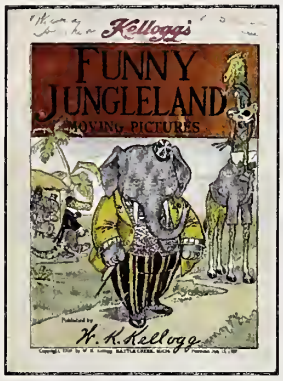
Kellogg's Mix-and-Match Advertising

Ann Montanaro Staples
Salt Lake City, Utah

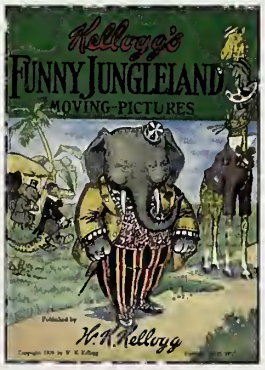
Kellogg's began using mix-and-match movables in advertising in the early years of the 20th century. *Kellogg's Funny Jungleland Moving-pictures* is a soft cover booklet with seven full-color, illustrated pages, two of which are sliced into six separate sections for the reader to change the heads and bodies of the elaborately dressed animals engaged in joyful play. The publication received a patent in 1907 and a copyright in 1909. Published by W.K. Kellogg of Battle Creek, Michigan, the booklet was issued in two sizes with different cover designs but identical full-color interior pages that vary only by size. The one with the green title border is 20 x 15 cm. while the one with the orange title box is 23 x 17 cm. The back covers are not the same: The corn flake boxes shown in the back cover advertising have different box designs.

Continued on page 4



Kellogg's Funny Jungleland Moving-pictures. 1909. Cover

Kellogg's Funny Jungleland Moving-Pictures. Back cover of book with orange banner on cover



Kellogg's Funny Jungleland Moving-pictures. 1909. Cover

Kellogg's Funny Jungleland Moving-pictures. 1909. Back cover- Green border

The Foliage Library

By Matt Holbcin
Export, Pennsylvania

The Foliage Library is a new series of interactive, folding pop-up books created by Matt Holbein and Emily Brooks exploring the natural world. So far, they have designed four books together and one of them, *The Bee Book*, they published via Kickstarter in 2015. Their books are complex, perplexing, informational, and educational. In September of 2015 Matt and Emily officially formed The Foliage Library

The Bee Book

Co. Thereafter they began efforts to patent their designs and in November of 2016 their patent application was published by the Patent and Trademark Office.

The goal of The Foliage Library is to promote environmental and botanical education through illustrated geometric folding books with forms that relate conceptually to their content. In addition to this, the very structures of their books present a learning opportunity as they incorporate a great deal of geometry and mathematical thought. By seeing how basic shapes move and fold in space, the brain will be more apt to understand how two-dimensional shapes relate to the physical world. The books incorporate elements of art, geometry, engineering, and environmentalism and can help awaken interests in these topics in both children and adults.

24 Hour Flowers

Matt and Emily both majored in Illustration at the Rochester Institute of Technology. Over the course of their college experience they each pursued individual interests in book illustration and book-making. Matt began to invent new, innovative book structures that break away from the typical form of a book. He questioned the concept of what a book is and made several unique folding books about various topics that were increasingly intricate. One of Matt's numerous creations was a pop-up book about oak trees, which he intended to turn into a series called *The Foliage Library*.

During this time Emily was also making her own books of conventional form, focusing instead on the illustrations that filled them. Her illustrations are extremely detailed, inspired by a profound love of geometry and the patterns found in nature. Emily had always loved the geometric quality of Matt's books and had been wanting to fill one of them with her illustrations for quite some time. She suggested an octagonal book about the eight phases of the moon. Matt liked that idea and added to it, saying "What about Suns and Moons, or Sunflowers and Moonflowers?" Thus they created a book called *Sunflowers and Moonflowers*, featuring a sun that opens up into four sunflowers and a moon which opens into four moon flowers, revealing the phases of the moon cycling around the earth at its center.

The creation process of this book was so fun that upon its completion Matt and Emily began brainstorming other books they could make together. They had the idea to make a hexagon book about bees given the hexagonal nature of honeycomb, which led to the creation of *The Bee Book*. After the Bee Book Kickstarter, they moved on to two new book designs, a deeagonal (10-sided) book called *Daisies and Dandelions*, and a dodecagonal (12-sided) book called *24 Hour Flowers*.

24 Hour Flowers is the next book that they are publishing via Kickstarter. The campaign is running this month (it ends on May 31,2017) so act quckly to pre-order your copy at a significant discount. In addition to the book, you can also order exciting pop-up greeting cards that feature flowers from the book. Just go to Kickstarter.com and scarch for "The Foliage Library" and it should come right up. Also check out thefoliagelibrary.com for more information and sign up for The Foliage Library email to get updates delivered right to your inbox!

24 Hour Flowers. Cover

The Movable Book Society
ISSN: 1097-1270

Movable Stationery is the quarterly publication of The Movable Book Society. Letters and articles from members on relevant subjects are welcome. Back issues are available at: http://bit.ly/1hpZ90U.

The annual membership fee for the society is $30.00 in the U. S. and $35.00 outside of the U. S. For more information contact: Ann Montanaro Staples, The Movable Book Society, P. O. Box 9190, Salt Lake City, Utah 84109-0190, USA.

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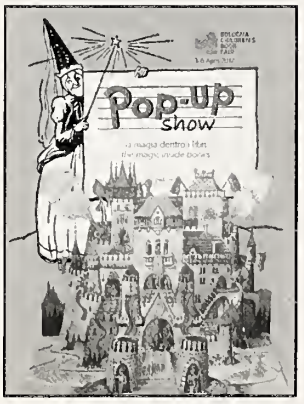
The deadline for the August issue is July 15.

Questions and Answers

Q. I am preparing a pop-up exhibition at the Bologna Children's Book Fair (3-6 April), with about 70 books from the big collection of Massimo. In the texts we are writing about the story, the publishers, the paper engineers, and the artists who worked on thc titles that we'll show. We can't find anywhere the date of birth and death of Harold B. Lentz or Geraldine Clyne. Can you help us?

Matteo Faglia
Firenze, Italy

A. The catalog records for the books illustrated by Harold B. Lentz do not include his dates and I had not previously looked for them. But I was able to find this information that might be helpful. The obituary for Harold Bryant Lentz of Columbus, Ohio gave his date of birth as February 19, 1896. The date of death was January 28, 1980. Further information in the obituary states, "a retired commercial artist and originator of 'pop-up' books for children." "Lentz, a graduate of Columbus (Ohio) Art School, wrote and illustrated children's books and worked in Cleveland, Toledo and Columbus, Ohio." From census reeords I found that he was married to Margaret Leonard. The obituary states he had two ehildren, "a son Thomas and daughter [Virginia] Mrs. Carleton Smith."



The Jolly Jump-up books were penned under the pseudonym Geraldine Clyne: Her birth name was Goldie Jacobs and she was born in New York in 1899. She was married to Benjamin Klein. They both died in 1979. For more information see the original article "At Home with the Jolly Jump-ups: An insider's view" by their daughter Judy Brandes: http://bit.ly/2lZ2379. Ann Staples

Bill Harroff's Books

Bill "Wascally Wee Willy" Harroff
Edwardsville, Illinois

I took a creative writing class in college and received an unjustified "A." The class helped propel me into the visual arts as I recognized my fundamental lack of vocabulary and writing skill. Below is one such example:

How the Frog Prince Transformed Into the Movable Book King (a visual fairy tale)

Once upon a time there lived the beautiful Princess Charlotte and her intended, Prince William. They were happily engaged in book art lives as academic librarians and artists. On November 22, 1989, William fell seriously ill. His days were spent bedridden in unrelenting pain. Unemployment, antibiotic overdoses, sleeplessness, and depression aggravated the condition. There seemed no end in sight despite the Princess' ministrations. Numerous specialists and three trips to the Mayo Clinic proved ineffective. William turned into a sad lonely embittered frog.

Anne's Biography

What a perfect time for making art! But how does one continue one's art path that, up to that point, consisted of books created of highly detailed life drawings? Eventually, the Frog Prince realized he had to give up his past.

Once he did, he discovered a new supportive imaginative family in the "Eternal Network" of correspondence art. No one judged him or his art. Costs were few. Other artists sought him out in dialogue. His mind turned to creative problem solving. The Frog's righteous anger found focus in satirical avatars.

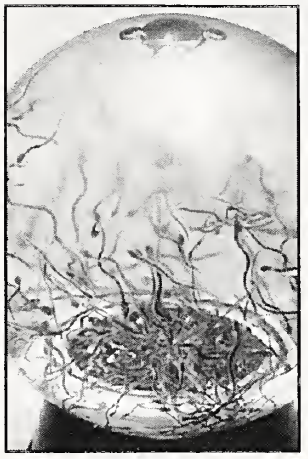
It seemed inevitable that William the Frog would end up flat on his back for the rest of his life. How then to be employable and resume his career? He considered what would be anathema to all he held dear; becoming a digital artist!

And so, at last, all of the transformative elements were in place. William began creating funny little objects on his tummy to entertain Princess Charlotte. They laughed and assumed his new bookworks would never go beyond the two of them. The Frog Prince studied snowglobe containers, flitter (the proper term for the "snow" in snowglobes), and chemistry in order to bring his vision to life. He developed an inventive rhythm, direction, theme and unique style due to the creative limitations of the globes.

I Pledge

Catching a Few Zs

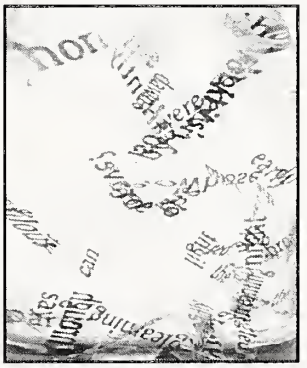
He slowly returned to exhibiting his artwork, even if he couldn't physically attend the shows. He found a following, support (thank you Women's Studio Workshop) and recognition.



Safe Sex

People realized that each "reading" of a snowglobe bookwork was an entirely new experience, as inviting as a traditional book. The words and symbols were liberated from the printed page and control of the order was shifted away from the creator and subject to the interactive manipulations of the viewer. The nature of these movable books caused the viewer to concentrate on both the meaning of the individual phrases and the intriguing, twisting forms in space.

Bomb's Away: Iraq

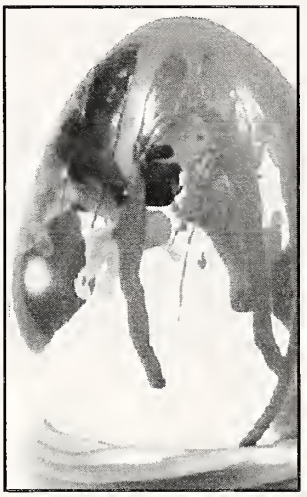


Oh Say. Detail

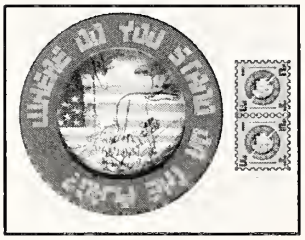
In 1995, the snowglobe bookworks were recognized with a National Endowment for the Arts / Arts Midwest Visual Art Regional Fellowship, crowning William, the (unofficial) Movable Book King!

In addition, MOMA intended to create an entire line of the new King's snowglobes, but the museum's Board ultimately decided they would rather work with dead artists they no longer needed to "reward!"

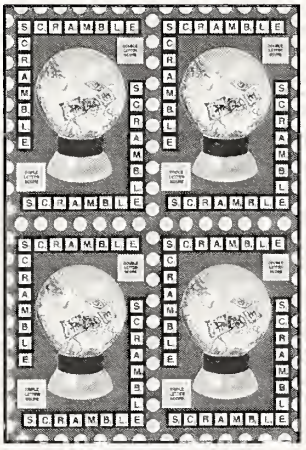
The Black Hole: the Clarence Thomas Hearings



2B or Not. Detail



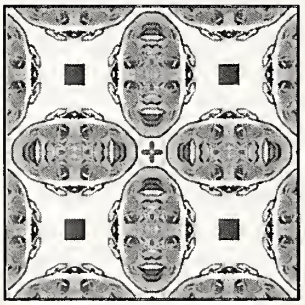
Where Do You Stand on the Flag



Scramble Artstamps

Bill's Rights: the 2nd Amendment

Princess Charlotte and King William, may not live happily ever after, but they're working at it. How the Movable Book King morphed into Wascally Wee Willy is, perhaps, a tale for another day; as is his spontaneous mystical healing at the edge of suicide that set the course for his eventual recovery. (Though that is a story best told in other forums.)



Wascally Wee Willy Logo

We are still living through our tale. Real life rarely offers the simplistic moral satisfaction of fairy tales. The works reproduced in this article originated and developed during this "painful period."

Kellogg's. continued from page 1

Kellogg's Funny Jungleland Moving-pictures. 1909. Inside

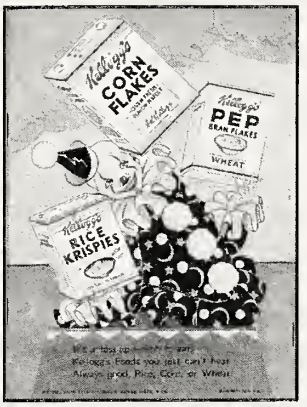
Each of the fourteen scenes is accompanied by a poem and many of verses are about the activities of the colorfully-adorned animals while other verses promote Kellogg's Corn Flakes. For example:

Blowing Bubbles
Bubbles, bubbles, who has troubles?
That's a case of what to eat?
Eat the flakes as light as bubbles,
Give yourself a treat.

At School
The teacher teaches Golden Rule
Follow it who can.
Give your guests the best you have
"The Kellogg Corn Flake Plan."

The Serenade
Sir Donkey thought to serenade
His friends, the Camel and Kangaroo.
But they seem very much dismayed,
And don't stay till he's through.

Kellogg's Funny Jungleland Moving-pictures. 1932. Cover

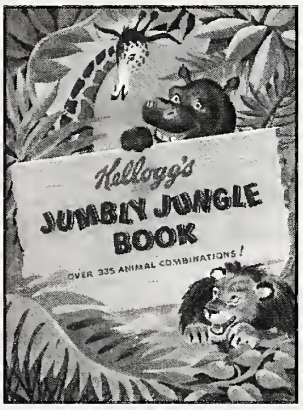


Kellogg's Funny Jungleland Moving-pictures. 1932. Back Cover

The mix-and-match advertising brochure (20.5 x 15 cm.) was issued again with the same title in 1932. The cover has a similar but not identical design and the back cover includes illustrations of boxes of Kellogg's Rice Krispies, Corn Flakes, and Pep Bran Flakes with the message, "It's a toss-up which to eat. Kellogg's Foods you just can't beat. Always good, Rice, Corn, or Wheat."

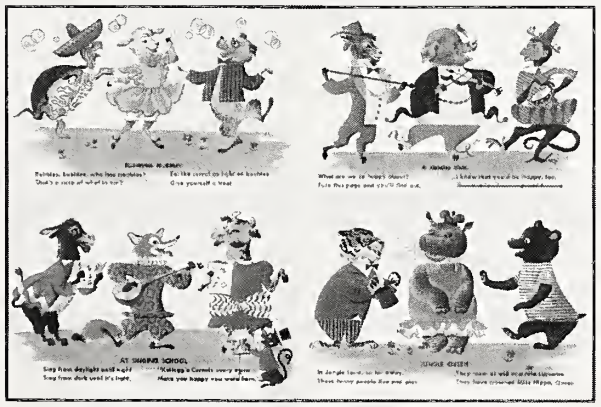
While many of the animals inside remained basically the same, some were changed and all of the verses are different. The scenes no longer have titles but show the same activities. The Bubbles scene now reads: "We blow bubbles in the air, But the Turtle cannot keep his there." At School is now "The Elephant and Tiger are very bright, But the poor little Zebra gets nothing right." The Serenade verse is now "When the donkey starts to bray [,] Even his dearest friends won't stay." A new scene shows three animals each with a basket containing a cereal box. That new verse reads "Here we go, all three in step, Shopping for Corn Flakes, Rice Krispies and Pep."

In 1948 the Kellogg Company reissued this publication again, now calling it *Kellogg's Jumbly Jungle Book: Over 335 Animal Combinations!* The same size as the 1932 publication, the covers have been updated: The animal illustrations are cleaner, the verse titles are back and the some of them are slightly modified.



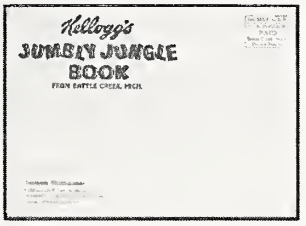
Kellogg's Jumbly Jungle Book. 1948. Cover

Kellogg's Jumbly Jungle Book. 1948. Back Cover



Kellogg's Jumbly Jungle Book. 1948. Inside

W.K. Kellogg and his brother Dr. John Harvey Kellogg were the co-inventors of flaked cereal. They "entered the cereal business, as American eating habits began shifting from heavy, fat-laden breakfasts to lighter, more grain-based meals. W.K. discovered that a better flake was produced by using only the corn grit or 'sweet heart of the corn.' To help consumers distinguish Kellogg's Corn Flakes cereal from the products of the 42 other cereal companies in Battle Creek, Michigan, W.K. put his signature on each package, saying that these Corn Flakes are the 'The Original.'"



Kellogg's Jumbly Jungle Book. Mailing Envelope

"With the advent of pasteurization of milk, the ready-to-eat cereal business expanded. . . . W.K. Kellogg believed that if people tried a good product, they would keep buying it. To ensure that consumers would continue to seek out his products, he distributed free samples of his Corn Flakes, and then followed up with advertising in magazines and on billboards. Kellogg also held a children's art contest, selecting the best entries for use in Kellogg advertisements. The first Kellogg premium, the "Funny Jungleland Moving Picture Book," was distributed to consumers in 1910."[1]

Kellogg's Funny Jungleland Moving-pictures was made available to anyone who bought two boxes of the cereal. The undated, colored advertising card (shown below) from the Willard Library in Battle Creek, Michigan may have announced the first book.[2] It reads, "While they last! Kellogg's Funny Jungleland. With each purchase of two packages of Kellogg's Toasted Corn Flakes, Ask your grocer." While no artist is identified on the book, the Library of Congress catalog record credits Raymond Garman.[3]

Kellogg's Colored Advertising Card

According to an online listing from Hake's Americana & Collectibles, *Kellogg's Jumbly Jungle Book* was advertised on a 16 x 20-inch in-store sign. It included pictures of both the book's cover and a portion of the book's interior.[4] Also seen online is an ad for the book that may have been a magazine insert as it includes an order form. The book could

be obtained by sending Kellogg's 10 cents and two Corn Flakes box tops. The book was mailed to the recipient.[5]

In addition to the Corn Flake books, in 1932 and 1933 Kellogg's also issued two mix-and-match color brochures for Rice Krispies. These booklets measure 13.5 x 9 cm and are trifolds with two of the three pages cut into three uniform sections. One features Old Mother Hubbard (1932, No. 232) and her dog on the front.[6] The caption under the illustration reads "Since Old Mother Hubbard, Went to the cupboard and found that it was bare, She turned over a leaf, And now there's no grief, For lots of Rice Krispies are there!" The sections are divided for the reader to change the heads, bodies, and feet of Mr. and Mrs. Jack Sprat, Old Mother Hubbard and her dog, and Little Jack Horner and the grocer. It is not clear whether the brochure was issued with or without the pages cut as the instructions state "tear along cut lines."

Advertisement for Kellogg's Jumbly Jungle Book

Another color advertising brochure for Rice Krispies includes color drawings of early Snap, Crackle, and Pop characters (1933, No. 332A). The instructions inside the front page read: "Fold yourself a lot of pictures. I am Mister Snap! Tear the 2 pages with cut lines along all such lines. Then see how many different combinations of pictures you can make by folding one section over another." [7]

Kellogg's
NEW Easy-Open Top
RICE KRISPIES
OLD MOTHER HUBBARD
Since Old Mother Hubbard
Went to the cupboard
And found that it was bare,
She turned over a leaf,
And now there's no grief,
For lots of Rice Krispies are there!
MR. AND MRS. JACK SPRAT

Rice Krispies Movable with Mother Hubbard. 1932

Fold yourself a lot of pictures
Rice Krispies have wonderful flavor
A good nourishing food that's easy to digest
Fine for the children's evening meal
They actually crackle in milk or cream
Sealed in a Waxtite bag . . . Keeps every kernel oven fresh

Rice Krispies movable with Snap, Crackle, and Pop. 1933

Kellogg's could reissue their mix-and-match advertising today and it would attract as much interest as it did in the first half of the twentieth century.

Notes:

1. http://bit.ly/2peabBX. March 14, 2017.
2. http://bit.ly/2objy7P. April 8, 2017.
3. http://bit.ly/2ob9wnh. April 4, 2017.
4. http://bit.ly/2oL1d2U. September 23, 2015.
5. http://bit.ly/2nnlwTT. September 23, 2015.
6. http://bit.ly/2oSclI7. April 7, 2017.
7. http://bit.ly/2pbwKqW. April 7, 2017.

A to Z
Marvels in Paper Engineering Celebrating the 25th Anniversary of The Movable Book Society

A to Z: Marvels in Paper Engineering is a juried collection of individual pop-up spreads, each focusing on a letter of the alphabet. The goal is to showcase and celebrate some of the best paper engineers around the world as they translate their unique styles into each letter to highlight and celebrate the 25th anniversary of The Movable Book Society with a commemorative book.

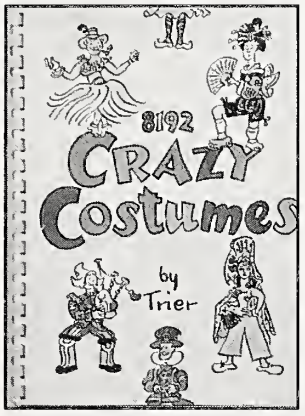
The book will be available in 2018.

The call for entries has being announced via all social media including The Movable Book Society website (movablebooksociety.org) and Facebook page.

California Antiquarian Book Fair
February, 2017

Ann Montanaro Staples

The 50th California Antiquarian Book Fair was held in Oakland, California from February 10-12: Nearly 200 book sellers from around the world were present for the event. Large book sales like this one are a wonderful way to learn more about books of all types, to ask booksellers questions, to handle rare books, to review the prices being charged, and to meet others searching for books similar to the books are you collecting. My husband and I spent two and a half interesting days browsing book shelves looking for movable books for me and Western history books for him. Needless to say, we both found books to add to our collections. What follows are some of the movable books and ephemera found at the fair. These titles show the wide range of items for sale as well as the prices booksellers are currently charging. Some of the books listed below were sold at the fair, others may still be available from the bookseller.



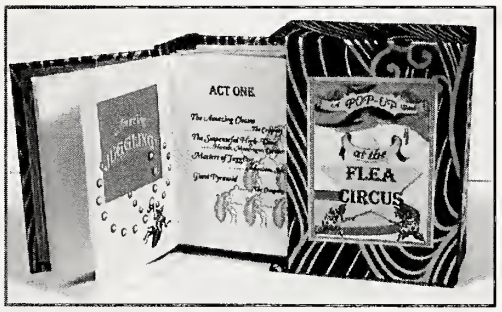
8192 Crazy Costumes in One Book

8192 Crazy Costumes in One Book. By Walter Trier. Atrium Press Ltd., [1950].
Mix-and-match book. 13 x 17 cm. Each inside page is split into three parts (head/torso/legs) which allows the thirty-eight characters to be mixed numerous ways. This copy is in English but includes a German sales wrapper.
$280. Seller: Antiquariat Aix-la-Chapelle.

ABC. By Susan Angebranndt. Green Chair Press, 2001.
Artists' book. Limited to edition of 100. Accordion folded. "A delightful book with children posing in the shape of the letters of the alphabet."
$75. Seller: The Book Lair.

ABC

Andy Warhol's Index (Book). Random House, 1967.
Pop-up. Includes pop-ups, fold outs, a 45 rpm record, a geographic shape attached to a string and more. This copy lacking the balloon.
$375. Seller: Powell's Book.



At the Flea Circus

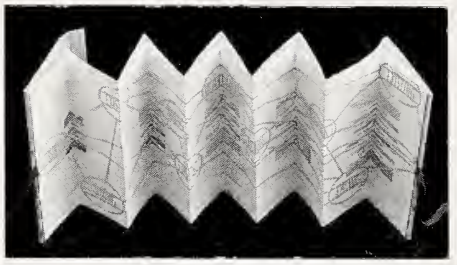
At the Flea Circus. By Pat Sweet. Bo Press, 2011.
Artists' book. Miniature book. Limited to fifty copies. 47 x 52 mm. In slipcase. 34 pages, eight pop-ups.
$250. Seller: Robert Gavora, Fine and Rare Books.

Aus Dem Kleinen - Alten Städtchen: Mit Bildern . [From the Little Old Town with Pictures by Else Swentz Viëtor.] Oldenburg i. Old, ca. 1930.
Movable Book. Includes individual characters that can be placed within the pictures.
$1,500. Seller: Antiquariat Manfred

Aus Dem Kleinen. Detail

Austin's Burn Book No. 2. By Austin Straus. 2012.
Artists' book. 8vo, 109 leaves in painted red boards. "Painter, poet, broadcaster, and human rights activist Austin Straus has been producing unique handmade artist's books for several years. . . . with thickly layered pages with techniques of painting, scratch-drawing, collage, and burning with a magnifying lens. The result is a rich, textured work that is as much sculpture as it is book. Bound in painted red boards with decorated collage endpapers."
$12,500. Seller: Locus Solarus Rare Books.

Cat's Cradle. By Julie Chen, 2013.
Artists' book. Limited to fifty copies. "Carousel structure: five spreads, each with three layers of overlapping concertina folds with sections cut out to create a three-dimensional scene. When opened and covers are placed against each other, it forms a star-shaped structure, 11 inches in diameter. Tie closures. "
$900. Seller: Boreas Fine Art.


Cat's Cradle

Cent Pour Cent Fibres Sans Gras. By Denise Lapointe, 2006.
Artists' book. Limited to 110 copies. "A witty and engaging work by book artist Denise Lapointe. Open a brown paper lunch bag and pull out a sandwich! The 'bread' slices are thick paper about ½- inch thick. Inside is an accordion style lime green paper construction on which are printed various adages in French about food and drink. Between its fold are slices of Swiss cheese and lunch meat in appropriate colors of paper."
$80. Seller: The Kelmscott Bookshop.

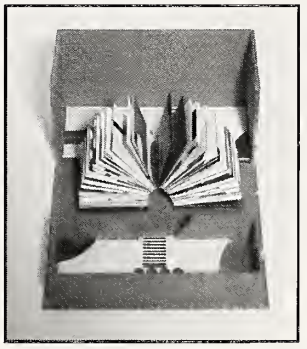
Anamorphoses lithograph by Télory. (Image from Massachusetts Museum of Applied Art & Sciences)

Complete set of 24 anamorphoses color lithographs with accompanying cylindrical mirror. By artist Armand-Louis-Henry Télory (1820-1874).
Anamorphoses. These drawings are presented in a distorted image that appears in natural form when viewed in the included curved mirror.
$3,500. Seller: Rodolphe Chamonal.

Das Reich der Blumenkönigin

Das Reich der Blumenkönigin: Sinnige Unterhaltung=L' empire de la Reine Fleurs= The Realm of the Queen of Flowers. By Carl Peter Geissler. Leipzig, German, No date, mid 19th century.
Movable. "Folio. 33.5 x 26.5 cm. With four color litho plates, plus 50 separate color floral pieces which are to be inserted into slots in the plates. The plates depict a vase, a bowl, a ribbon, and another large bowl, and the idea is to allow the child to play with creating different flower arrangements, in the process of familiarizing himself with the flower species. The flowers are each numbered, and there is an oblong four page key, rendered in German, French, and English. For each flower is also a maxim or a short two or three line verse of sentiment associated with that flower. ..Original ribbon ties partially intact but unusable...all flower pieces are present and well-preserved."
$3,000. Seller: White Fox Rare Books.

Dear El Lissitzky. By Elsi Vassdal Ellis. 1994.
Artists' book. Limited to fifty copies. 33 mm."The artist has exerted tension on the sewing to create a structure which fans open into a sculptural form. Enclosed in a specially designed cloth covered box."
$450. Seller: Book Lair.


Dear El Lissitzky

The Dwindling Party

Die Kindlichen Metamorphoses. [Metamorphoses for children].
Game. A mix-and-match game with cards split into three parts showing the head, torso, and legs of girls.
$3,000. Seller: Rodolphe Chamonal.

The Dwindling Party. By Edward Gorey. Heinemann, 1982.
Pop-up. Six double-page pop-up spreads.
$300. Seller: The Book Lair.

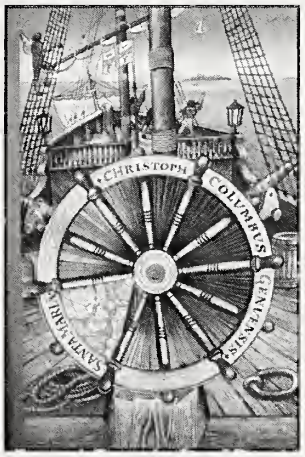
Englebrecht Perspective Theatre 1730-50.
Cards. Twenty sets of cards to be inserted in the tall (approximately 14 inches tall by 5 inches wide) wooden box. A mirror in the top of box brings each of the cards into dimensional perspective.
$25,000. Seller Justin Croft Antiquarian Books.

Goldilocks and the Three Bears

Goldilocks and the Three Bears. Magic Fairy Tales. By Emma McKean. McLoughlin, 1943.
Movable. 23 x 30 cm. "Each page of text is faced with a full color movable scene that changes when the reader pulls the tab. There are six movable scenes."
$200. Seller: Eclectibles.

Historioscope: A Panorama & History of America. Milton Bradley & Co., ca. 1868.
Panorama. 5.7 x 21 x 13.3 cm. "Scroll which would have been included in a panorama stage. Scroll depicts scenes from the landing of Columbus to the end of the Revolution. Scenes include Columbus landing in the new world, the Pilgrims landing at Plymouth, the Boston Tea Party, the Battle of Bunker Hill and the surrender of Cornwallis."
$2,500. Seller: Read'Em Again Books

Historioscope: A Panorama & History of America. (Image from the New-York Historical Society)



How Columbus Discovered America

How Columbus Discovered America. By Vojtěch Kubašta. Bancroft, ca. 1961.
Pop-up. 33 cm. One large pop-up.
$350. Robert Gavora Fine and Rare Books.

Kaufladen u Puppenhaus. Schreibers Stehauf-Bilderbucher. Schreiber, 1937.
Pop-up. 15 x 23 cm. Six pop-up scenes. Text printed parallel to the spine.
$400. Seller: Eclectibles.

Kaufladen u Puppenhaus

Leah. By Lois Morrison. 1995.
Artists' book. 4 to. 15 pages. "Spine bound with brown thorns, turquoise stitching and black fabric to hold the stitching in place across the spine, green cloth clamshell box lined with brown striped handmade paper. All in an outer protective light tan cloth bag." $2,000. Seller: Oak Knoll.

Let's Play Store

Let's Play Store. By Fern B. Peat. Saalfield Pub. Co, 1933.
Movable. 206 unpunched pieces that can be inserted into slots to complete scenes.
$450. Book Lair also $995. Garcia-Garst Booksellers.

Life of a Weave

Life of a Weave. By Ruth Scott Blackson, 2012.
Artists' book. One-of-a-kind. Polymer paper in accordion binding, 11 by 6inches. A flag book format made from brightly colored pink and yellow paper.
$500. Seller: Philadelphia Rare Books and Manuscripts.

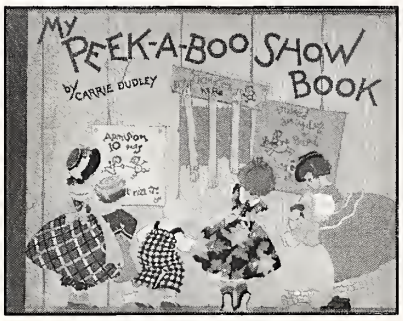
Listening. By Julie Chen. 1992.
Artists' book. Limited edition of 75 copies. 32 unnumbered pages.
94 x 110 mm. Flag book structure.
$1,200. Seller: Swan's Fine Books.

Listening

The Magic Boat; A Book to Turn, Move and Alter. By Tom Seidmann-Freud. Herbert Suffer, [ca. 1935].
Movable. First edition. Pull-tab movements.
$3,750. Seller: Nudelman Rare Books.

Ding, Dong, Bell

Mother Goose Playhouse. 1945.
Pop-up. Individual pop-up booklets: *Ding, Dong, Bell*, *Mary's Lamb*, *Mistress Mary*.
$30 each. Seller: Robert Gavora, Fine and Rare Books.



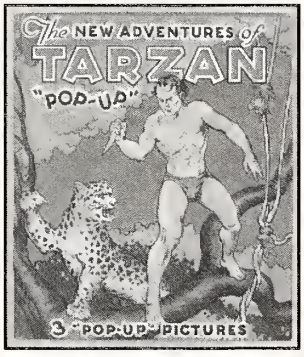
My Peek-a-boo Show

My Peek-a-boo Show. By Carrie Dudley. Buzza Co., 1928.
Movable pieces. 24 x 33 cm. "Cardboard pages with eight thick cardboard scenes with holes cut out in various places. Any one of these scenes can be placed over any one of six paper pages so the reader can change the text and illustrations to create a number of stories." No box.
$175. Seller: Eclectibles.

Neue Metamorphosen

Neruda. By Debra Weier. 2000.
Artists' book. 4 to. 14 leaves. "Pop-ups of many colors, as well as etched and letterpress printed collages. White knotted string forms part of the complex design."
$2,000. Seller: Oak Knoll.

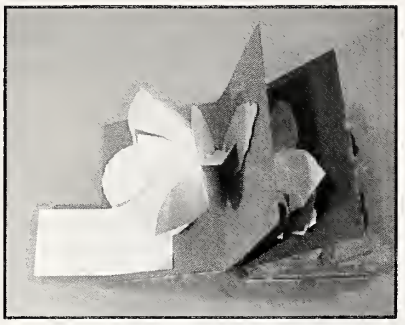
Neue Metamorphosen, Eine Sammlung Von 5832. German.
No publisher or date but probably about 1830.
Game. A set of eighteen hand-colored comical lithographed cards, each divided into three sections. In the original decorative wooden pine box.
$1,500. Seller: Nudelman Rare Books (Image)



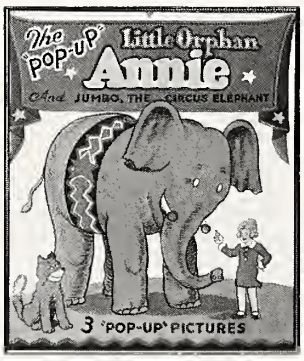
The New Adventures of Tarzan "Pop-up"

The New Adventures of Tarzan "Pop-up." Pleasure Books, 1935.
Pop-up. 20 unnumbered pages. 24 cm. Three pop-up pages.
$750. Seller: Garcia-Garst Booksellers.

Peter Rabbit Pop-up. Barbara J. Raheb, 1993.
Miniature Pop-up book. Edition limited to 150 copies. 10 pages. Approximately 1⅛ by 1 inch.
$1,500. Seller: The Book Lair


A Pop-up Culinary Herbal. Detail

A Pop-up Culinary Herbal. By Shawn Sheehy. 2013.
Artists' book. 16 cm. Limited edition of thirty. Includes twelve double-page pop-ups of vegetables each accompanied by supporting text in a two-page booklet.
$1,320. Seller: Boreas Fine Art.



The "Pop-up" Little Orphan Annie

The "Pop-up" Little Orphan Annie. Pleasure Books, 1935.
Pop-up. 24 unnumbered pages. 24 x 20 cm. Three double-page pop-ups.
$150. Midway Rare and Used Bookstore.

The "Pop-up" Mother Goose.

The "Pop-up" Mother Goose. Pleasure Books, Inc.,1934.
Pop-up. 24 cm. Three double-page pop-up illustrations.
$250. Garcia-Garst Booksellers.

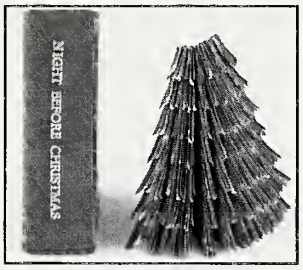
Revolving Pictures: A Novel Colour Book. Nister, ca. 1892.
Movable. 28 by 26 cm. "A presentation of poems, accompanied by eight kaleideoscopic volvelles in color, which revolve when a ribbon is moved to reveal a new picture."
$1,250. (repaired). Seller: Midway Rare and Used Books

Sentences: Words Spoken in Prison to an Artist. By Beth Thielen.
1990, 1993.
Artists' book. Two volumes. 4 to. "Seven dramatic pop-up scenes of urban and prison life, each with a relevant hand-written pencil commentary by the artist on the bottom of each double-page spread. The two books are housed together in a double slipcase to form a unique specially made matching set."
$3,500. Seller: Oak Knoll.

Take the Children. By Dorothy King. Morrow, 1945.
Movable. 20 x 25 cm. Pages with maps contain slots into which six cut-out characters can be inserted.
$125. Garcia-Garst Booksellers.

Take the Children

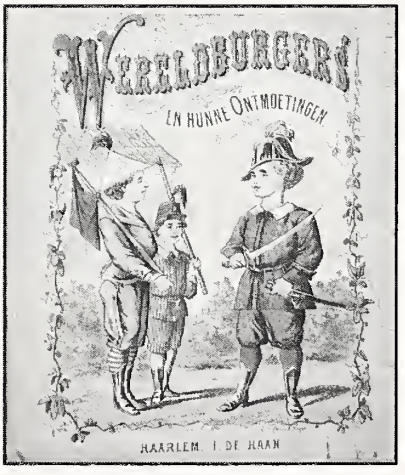
Theo Gier Christmas card. 1908.
Card. Three-dimensional card with holiday image.
$750. Seller: Jeffrey D. Carr.



Twas the Night Before Christmas

Twas the Night Before Christmas. By Jarmila Sobota. 2013.
Artists' book. Edition limited to 13 copies. 2 7/8 x 1 ⅜ inches. Both the book and the slipcase are a triangular shape. The case is of red and green morocco. The book opens to 360 degrees, forming a Christmas tree. The text is printed on the tree branches.
$400. Seller: The Book Lair.

Wereldburgers En Hunne Ontmoetingen: Afwisselend Prentenboek met Leerzame Bijschriften. [World Citizens and Their Meetings: Alternating Picture book with Instructive Captions]. de Haan, ca. 1880.
Mix-and-match. 20 cm. Contains eight color lithographs on four plates with four separate sections that change the pictures.
$2,500. Seller: Nudelman Rare Books.



Wereldburgers En Hunne Ontmoetingen

Das Wunderhaus

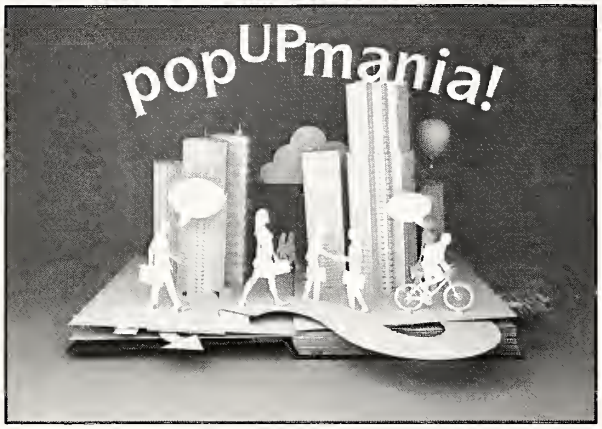
Das Wunderhaus. By Tom Seidmann-Freud. Herbert Stuffer, 1929.
Movable. "Eight superb color moveable, transforming or otherwise magical full-page plates, including, turn tabs on title page..."
$2,500. Seller: Nudelman Rare Books.

Poppits

Ellen G. K. Rubin
Scarsdale, New York

Book Fair/Pop-ups

September 8-10, 2017 the Brooklyn Antiquarian Book Fair with Works on Paper will be focused on pop-ups! Tentatively called PopUPmania! The Popuplady will be giving her lecture on the history of pop-ups, mount an exhibition from her collection, and do a dramatization for kids from a pop-up book. More events may be added. The Popuplady's shop will be opened to sell rare pop-up books, ephemera, and catalogs.



Please join us in New York City. So many of our paper engineering friends and collectors will be in attendance. This is a wonderful book show in a vibrant venue. Dealers will surely be bringing their movable goodies. Visit New York, stay for the 9/11 ceremonies, or just enjoy all the cultural and entertainment venues in abundance. The Movable Book Society will not be formally organizing events: This will be an informal get-together. Don't miss it. Further information will be at www.popuplady.com and https://www.brooklynbookfair.com.

Exhibitions

Pop-up Nature: 3-Dimensional Books by Vojtěch Kubašta. Over 200 works, including advertising and posters by the master are in this new exhibit in Lackenbach Castle, Lackenbach, Austria; April 1-July 28, 2017. http://bit.ly/2ntzTT1.

Pop-up Nature

See "The Scandalous Flap Books of 16th-Century Venice" as part of the exhibition, Love in Venice, at the New York Public Library until August 26, 2017. http://bit.ly/2n2kdpg

Lift the flaps of two 16th century books and see what you were NOT supposed to see (unless you were hiring a prostitute). This small exhibit is delightful in its focus. Valentine's Day is behind us but love is "always in the air." http://on.nypl.org/2o78eJR.

The History and Art of the Movable Book, a 3-day pop-up book exhibition, will be mounted from Ellen G. K. Rubin's collection, September 8-10, 2017, at the Brooklyn Antiquarian Book Fair with Works on Paper. See above.

The American Antiquarian Society of Worcester, Massachusetts will mount an exhibit, Radiant with Color and Light: McLoughlin Brothers and the Business of Picture Books, **1858-1920**, December 6-February 3, 2018 at the Grolier Club in New York City. Over 200 books, games, watercolors, toys, and ephemera will be shown. For sure there will be movable books from this great American publisher and a program. Visit www.popuplady.com for more information as it becomes available.

The Gallery at Penn College in Williamsport, Pennsylvania is accepting submissions for a national juried exhibition of altered books. Books Undone: The Art of Altered Books is open to art objects that are created from existing, printed books or parts of books. Entry deadline is July 15, 2017. For full details see: http://bit.ly/2nIlFNf.

Multimedia

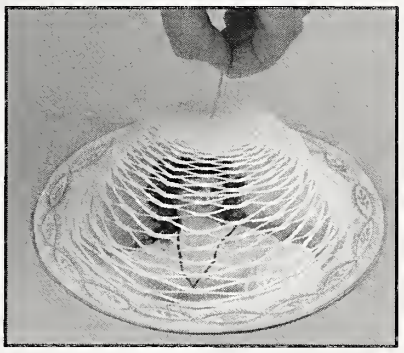
I will bet that all of you have had the same experience The Popuplady has had. People who know you are a booklover will ask you have you ever heard of a book from their childhood. They may even ask you to find it for them. Well, Loganberry Used Books in Cleveland, Ohio has a blog called, "Stump the Bookseller." For $4, they will search for your beloved book on just the sketchy facts, or hopefully facts—maybe alternative facts—you remember about the book. Clever and helpful, right? http://bit.ly/2nfx0FO.

White House 2013 Christmas Card

Were you lucky enough to be on Obama's Christmas List in 2013? Or, failing that, were you able to secure the pop-up card on the secondary market? Even if you are just hearing about this pop-up card for the first time, the story of how it came to be will be of interest. http://bit.ly/2mZQKLQ

Publications

Nancy Rosin is the former president of the Ephemera Society and President of the Valentine Society. She has written an engaging article about cob web valentines. Those are movables where you pull a string and a spiral of paper lifts off the base page to reveal a surprise. Fact-filled reading! http://bit.ly/2mA2AB2



Cob Web Valentine

If you weren't able to get a copy of *Pop-ups From Prague,* the catalog of the Vojtěch Kubašta exhibit at the Grolier Club in New York City, it is on sale at the National Czech and Slovak Museum and Library. The catalog has a biography of the Czech paper engineer and illustrator and over 100 color images from the collection of Ellen G. K. Rubin. The catalog won the 2015 RBMS Leab award for Best Exhibition Catalog. http://bit.ly/2nNzxKd

FABS

For the past year, The Movable Book Society has been a member of FABS, The Fellowship of American Bibliophilic Societies. http://www.fabsocieties.org/ We are proud to have been accepted to this organization whose many worldwide members represent book collecting of many stripes. The biannual newsletter allows us to alert these members as to the goings on of MBS and lets us see others' activities. FABS also sponsors one to two trips yearly. This year, a trip will be to Moscow, September 17-24, 2017. Check the FABS website for more detailed information. By the time you receive our newsletter, you will probably have missed registration for the Texas tour to Dallas and Austin, May 31-June 3 but look into it if you are interested. What is important here is an extension of our presence in the bibliophilie world and the opportunities for our members to meet, greet, and learn from like-minded people around the globe. Due to the costs of mailing the FABS newsletter, we are looking into giving our members a .pdf version. Read, participate, extend our mission beyond MBS itself.

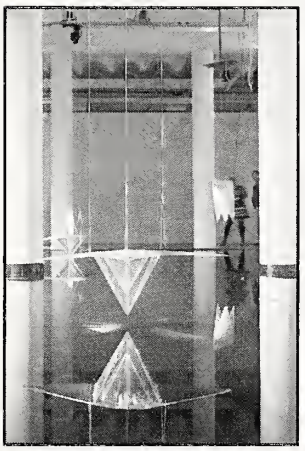
Did You Know?

Going to book fairs and talking to booksellers always provides something new. I was so excited to learn about the Japanese custom from the Edo period (1603-1868) of folding teahouse architectural drawings, called okoshi-ezu. Lift all the walls of the house and hook them together to see how the teahouse should be built. A whole history here to be explored. I'm still researching the ones I bought from a later period-no hooks. http://bit.ly/2o20Qy5.

The Pop-up Installations of Merel Noorlander

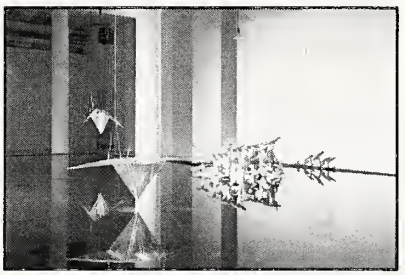
Maaike van der Meulen
Zwolle, The Netherlands

You most likely have your collection of pop-up books properly packed on a shelf, in a bookcase or boxes in a room in your house. I have. What happens if they break out, grow and take the stage? Merel Noorlander (b. 1984) is a Dutch artist who liberated her pop-ups from the book form and let them move in poetic and theatrical settings. Powered by the body or mechanics she takes on themes like the machinery of the human body, rituals in society and animality.



Noolander's Exhibit

The exhibition *The Inside Out, The Outside In* (March 3-26 at Gallery Quartair, Den Haag, NL) showed a saltwater basin, growing clay sculptures, mechanical pop-up installations, light and sound. Three autonomous works by three different artists (Merel Noorlander, Ana Oosting, and Mirko Lazović) move, change over time, influence one another, connect with each other and form an unexpected whole that exceed the sum of the parts. The work is inspired by philosopher Donna Haraway, who writes about the perception of time and the possibility of Chthulucene, a state of complete symbiosis between different organisms.



Noorlander's Exhibit

Noorlander's diamond-shaped pop-ups floated above the basin and opened and closed slowly and unpredietably, catching and reflecting light and patterns on the dark surroundings, eonnecting with the outside, and then closing to 2D transparent prisms again. All were powered by engines and timers. Her research and perseverance to make this happen paid off. Noorlander found out which type of acrylic and paper she needed, how to maintain the transparency, let them not fall apart and create working hinges and she designed different shapes and formats to get the kaleidoscopic effect. With a magical result.

In 2016 Noorlander went to paper engineer Philippe Huger (UG) in France to learn more pop-up techniques during an

intensive three-day course and had a private workshop from Damien Schoëvaërt-Brossault, who is known by his XL movable paper decors for theater. Subsequently she got invited by Eric de Sarria (Compagnie Philippe Genty / Mots de tête) for a two-month residency at MIMA Mirepoix, France. They developed a pseudo ethological- and anthropological research on the relation between human (-ness) and animals. It resulted in a room staged with strange instruments, miraculous research materials and performances. It took them much time and pleasure, so Noorlander returns to this theater festival in August 2017 to complete the "research" with some promised paper movables.

Noorlander's Exhibit

In 2015 Noorlander became an Artist in Residence at gallery MILK in the middle of the red-light district of Amsterdam. For seven weeks she witnessed the daily game between prostitute and "walkers" and interviewed many sex workers. The women know exactly which customer they receive or refuse. This resulted in a paper installation "Lady-in-waiting," elaborating on the idea of sexual pleasure as a common good. The mechanical driven flying pop-ups of anatomical phalluses open/expose and retreat every 5-8 minutes. Just the time a client visits the lady. It's a machinery, an industry. Noorlander also made a small pop-up book of this installation, to open and close by hand. These artist boxes are for sale (20x15 cm., one spread in a blue box. Limited edition of 25, hand signed. €235,-).

Lady-in-waiting.
A pop-up book

Merel Noorlander graduated in fine arts from the Royal Academy of Art in The Hague in 2007. Her interest in performing art, set-design, and theater has extended her practice and gives her a rich area to play in, going from a static 2D towards the movable third dimension. She will pop-up again!

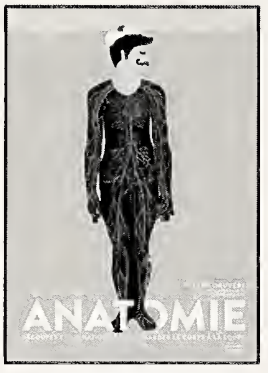
More information: http://www.merelnoorlander.com.

Bologna Children's Book Fair 2017

Yoojin Kim
New Haven, Connecticut

Yoojin Kim holds open spread from Leaves

The Bologna Children's Book Fair, held every Spring in Bologna, Italy, is the place to be for anyone with passion for children's books and illustrations. This was my third year attending the renowned international trade show as a paper engineer from Up With Paper/Jumping Jack Press, and every year I come back full of inspiration and appreciation for beautiful books. This year was a very special fair for me, as I got to share my first pop-up book title, *Leaves: An Autumn Pop-up Book* with international publishers and book lovers.



Anatomia

The sheer scale of the fair is absolutely mind blowing. The book fair consists of large exhibit halls full of publisher booths showcasing their newest titles. I walked the show with Monika Brandrup and Yevgeniya Yeretskaya from Up With Paper, for market/trend research and to gather inspiration. I put on my comfortable shoes knowing that I would be walking thousands of steps drooling over beautiful illustrations and books all day long!

Every year a handful of books receive BolognaRagazzi Awards at the fair. Of all the award winning titles I particularly enjoyed a contemporary French anatomy book, *Anatomia*, by Hélène Druvert, filled with intricate laser cut paper illustrations of the human body which was a nice throwback to older movable flap books used for medical studies. I loved it so much that I somehow managed to fit the large book in my suitcase and bring a copy home.

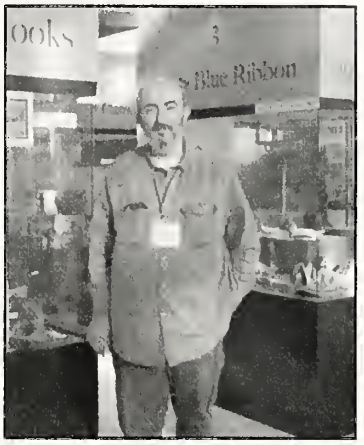
Pop-up Book Window Display

Jumping Jack Press, a pop-up book publishing division of Up With Paper, had a booth in the American Collective stand where we shared the space with several other American publishers and agencies. We had a display wall full of pop-up books, engineered by Renee Jablow and Yevgeniya Yeretskaya, among other talented paper engineers. It was an absolute privilege to place my handmade book prototype on the same wall. I had made a large scale reproduction prototype of my favorite spread from *Leaves,* which drew a lot of traffie into our booth. My favorite moments were watching people interact with my book and seeing their reaction to the pop-up movements.

Leaves

Leaves: An Autumn Pop-up Book is a continued title from Yevgeniya's book *Snowflakes*, as part of an ongoing series featuring the four seasons. Written by Janet Lawler and illustrated by Lindsay Seott-Dale, the book tells a story about colorful autumn leaves and the visual changes wildlife goes through as winter approaehes. Each spread focuses on a theme such as hibernation preparation, animal activity under the fallen leaves, food scavenging, blossoming mushrooms. Little leaf-shaped flaps on each spread reveal scientific faets about the environment to provide an educational focus for children. I had a great time designing and engineering the book, and adding movements to adorable forest creatures and making them come to life. My pet hedgehog Kimchi makes a guest appearance on one of the spreads, playing with colorful fall leaves!

The book fair was full of excitement. Throughout the day you see illustrators from around the world walking around with their giant portfolios as they visit their favorite publishers to share their work looking for collaborations. Along with all the talented artists you see a lot of authors, literary agents, designers, printers, and of course, paper engineers! I got a chance to eatch up with two paper engineers from Europe: Maike Biederstaedt from Germany and Yeray Perez Vallejo from Spain. Both very talented and passionate paper engineers, they visit the fair every year to see their clients and gather inspiration from the show.



Massimo Missiroli

This year's fair was especially exeiting for all pop-up lovers, thanks to Massimo Missiroli and Matteo Faglia's pop-up book exhibition curated from their private colleetions: *Pop-Up Show: The Magic Inside of Books*. The exhibit displayed around seventy precious books that represent the long history of pop-ups, including works produced by Wally Hunt and Vojtêch Kubašta. On the back wall was a list of current paper engineers in the field continuing the legacy of pop-up books and love for paper engineering, along with a TV monitor that screened compilation videos from BestPopUpBooks.com. The entire exhibit space was filled with people admiring the delicate paper creations, eager to learn more about them.

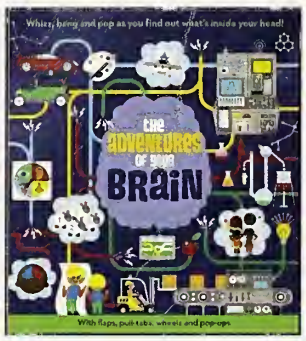
Pop-up Exhibit

On our last day in Bologna we visited our favorite book stores and walked around the city. So many of the book stores carry a handful of pop-up books in their children's section, and use these visually stunning books in their window display to draw customers in. It was quite heartwarming to see their appreciation for pop-up books for both young and old.

Make plans to attend the biennial conference of
The Movable Book Society
September 27-29, 2018
Kansas City, Missouri

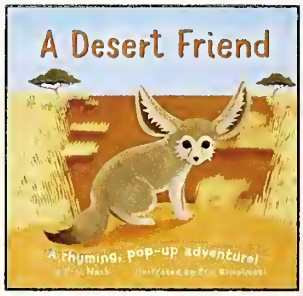
New Publications

The following titles have been identified from Internet sources, book store hunting, and advertising. All titles include pop-ups unless otherwise noted and are listed for information only - not necessarily as recommendations for purchase.



The Adventures of Your Brain: With Flaps, Pull-tabs, Wheels and Pop-ups. July. Red Shed. £14.99. 9781405280617.

Charlie Chick Finds an Egg. By Nick Denchfield and Ant Parker. Campbell Books. £7.99. 9781509828838.



Desert Friend: A Rhyming, Pop-up Adventure! Little Bee. $12.99. 9781499803341.

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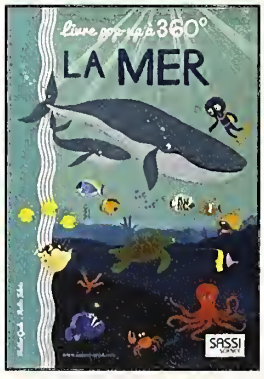

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Occhio Allo Spazio: Pop-up. (Italian. View Space) Abracadabra. £17.42. 9788851141202.
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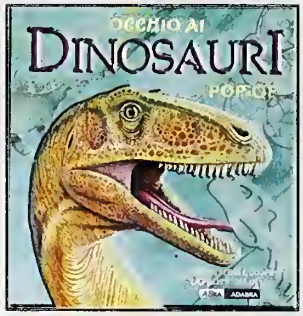

Paper Blossoms for All Seasons: A Book of Beautiful Bouquets for the Table. By Ray Marshall. June. Chronicle Books. $40.00.9781452149981.

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Megalopolis And the Visitor from Outer Space. panorama. By Cléa Dieudonné. Thames & Hudson. $24.95. 9780500650691.

Ragni. (Italian. Spiders). By David Hawcock. Nuinui. £11.73. 9782889351138.

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